RINGGOLD
Identify Case Studies

Putting *Identify* Data to Work

Ringgold's Identify Database and Identify Audit Service provide a wealth of authoritative information on key institutions which participate in the scholarly community: universities and colleges, hospitals, funders and non-profits, publishers, corporations, and more.

Since our founding in 2005, our clients have put *Identify* data to use to address various business challenges, and implemented the data in multiple scenarios. We hope this document will give you some ideas as to how *Identify's* Ringgold Identifiers, rich metadata, and hierarchical structures might be used by your organization.

Please read on for examples of how our clients have used *Identify* data to address the following business objectives:

- **Institutional Authority File**
- **Data Governance**
- **Business Development**
- **Intelligence, Analysis, & Pricing**

The Identify Database as an Institutional Authority File

- **ORCID** uses the Identify Database as an authority file for institutional name normalization. Ringgold supplies ORCID with the Identify Database which is utilized to support the accurate and perpetual identification of researcher's institutional affiliations in the ORCID Registry, enabling the linkage between the two major identifiers of people and places. Ringgold IDs are provided in the ORCID API.
- Ringgold is currently working with the **Aries Editorial Manager** and **ScholarOne** submission systems to integrate institution name normalization for author affiliations. This information is passed back to publishers enabling the linkage of author affiliations with other interactions with institutions, such as the customer base.
- The **Copyright Clearance Center** is using the Ringgold database as an institutional authority file for its RightsLink for Open Access service. This provides the automation of APC charges by utilising Ringgold IDs to determine whether an author has a waiver, pre-paid APC, institutional membership or other arrangement, solving a highly complicated transaction process for multiple international authors for many scholarly papers.
- Ringgold data is used to support the disambiguation of candidates for inclusion in the **FundRef** database, this work is carried out indirectly by **Elsevier**.

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Case 1: Copyright Clearance Center: Institution-Aware Calculation of Open Access Article Processing Charges

The Copyright Clearance Center's RightsLink® for Open Access was developed to support publishers in their quest to automate and efficiently manage article processing charges, or APCs. Over the past few years, APCs have evolved past flat fee structures, and many publishers offer discounts and waivers based upon the institutional affiliation of the author. In order to properly apply a publisher's pricing and discount rules, RightsLink needed to be able to unambiguously match an author's affiliation to the list of institutions that quality for discounts based on subscription level, pre-negotiated deals or a combination of information about a manuscript, the author and the author's affiliation.

Ringgold's Identify Database was selected as the single authority file against which CCC could match both data sets. Now, when authors use RightsLink for Open Access, their affiliation is normalized in real-time via an API call to *Identify*. The resulting institution's Ringgold ID is compared with the publisher's list of institutions, which has previously been mapped to *Identify* as well. When a match is made, the proper discount or special price is applied. The result has been a workflow which is author-centric, honors the publisher's negotiated relationships, and enables more accurate reporting by institution.

Case 2: Aries Systems: Normalization of Author Affiliations

Aries Systems is the creator of Editorial Manager®, a manuscript submission and peer review system used by thousands of scholarly journals. "With publishers requiring accurate and clean metadata as early in the publishing process as possible, integrating *Identify* with Editorial Manager became an important workflow enhancement for our clients and their authors," states Richard Wynne, Aries VP of Sales and Marketing.

Authors select their own institutional affiliation from a locally-hosted auto-populating list of Ringgold's normalized institution names. Submitting authors can also associate normalized institution names with co-authors at the point of submission. This means that accurate Ringgold Identifiers are associated with submissions right from the start. The Ringgold ID and Institution Name are then pulled through in JATS XML output, ensuring that clean *Identify* metadata is embedded early in the publication process, and can be used by Aries clients for a number of purposes. Notably, Aries has integrated with the Copyright Clearance Center's RightsLink for Open Access service, enabling a seamless and accurate calculation of institution-based article publication charges.

This *Identify* integration was made available for free in 2013 to the thousands of journals and hundreds of publishers using Editorial Manager.

Case 3: ORCID: Authority File for Researcher Affiliations

One of the primary objectives of ORCID has been to support interoperability between research data systems, "which is possible only if we create resolvable linkages between IDs for researchers, their works, and their affiliated organizations", according to Laurel Haak, Executive Director of ORCID. For linkages with researchers' educational background and employment history, ORCID "did not want people simply typing in affiliation names." Free text entries of institution names would invariably include non-standard acronyms, errors, multiple names referring to the same institution, and such poor quality data would not support ORCID's core interoperability mission. ORCID determined that they would implement this linking functionality only with a suitable authority file of institutions and unique institutional identifiers, and

eventually settled upon the Identify Database. Ringgold has the added benefit of being an ISNI Registration Agency, further supporting ORCID's goals of broad interoperability. Incorporating the Identify Database, ORCID built an interface which employs predictive type-ahead searching. Users begin to enter their institution name, and a list of possible choices from *Identify* is presented. The back-end database is supplied from a regularly updated feed from the Identify Database.

Once a user selects the correct institution, *Identify* metadata including the Ringgold Number, institution name, and location is attached to the user's ORCID record. Thus are two unique identifiers joined together, allowing for a definitive link from individual to institution.

Data Governance: Using the complete Identify Database and Identify Audit Services to enhance data quality, eliminate duplicate records, and connect data across multiple systems

- **Taylor and Francis** uses Audit Services for the disambiguation of customer accounts. Ringgold provides the de-duplication and disambiguation of customer accounts from multiple sources which has improved customer service, reporting and streamlined the integration of new acquisitions.
- **SAGE Publications** uses Audit Services to improve the efficiency of the integration of acquisitions, using Ringgold IDs to ensure continuity of service for customers.
- Oxford University Press uses Audit Services for the integration of new acquisitions using Ringgold IDs.
- **American Academy of Pediatrics** uses Audit Services for data cleansing to improve data governance, saving staff time in discovering information about customers and interactions with them.
- **SAGE Publications** uses Ringgold's data cleansing across multiple datasets to link data and provide a holistic approach to customers and prospective customers.

Case 4: SAGE Publications: Enable a holistic approach to customers and prospects

Applying Ringgold Identifiers across multiple datasets enables different sources of intelligence to be integrated, enabling a more sophisticated response. "In 2010, Ringgold audited all the institutions on our marketing database," states Jane Makoff at SAGE Publications, whose fulfillment data was audited first, in 2008. "This meant we could load our institutional subscription data into our marketing database more easily, and so tie our researcher and faculty contact details with their institutional access rights. This enables us to carry out targeted marketing, for example, to encourage greater usage of big deals and ensure that COUNTER statistics for those deals would encourage renewal."

Case 5: Taylor & Francis: Improve customer service, and streamline new acquisitions

Moving to a new online platform in 2011 meant Taylor & Francis could finally address the online service issues presented by their legacy print data. At that time, approximately 70% of work related to online access was claims for non-access, which was often the result of confusing source data. "It came down to having bad data. Two systems told us two different stories on the same customer" – Sarah Wright, Customer Services Director.

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Taylor & Francis had its customer data audited by Ringgold and uses the Identify Database to eliminate duplicate account creation, facilitate correct online access for customers and minimize customer service enquiries:

Staff time on online access claims has been reduced from 70% to 20%; Enterprise report generation is now rapid and the results trustworthy; Hierarchies have been key in bringing customer accounts together; Integration of journal acquisitions is now much simpler.

"If we still had all of the previous problems, we'd need a customer service team that is double the size. Furthermore, when downloads were divided between multiple accounts, it was difficult to get a full picture of usage across all products at an institution. Now, those figures are very easy to get" says Sarah Wright, Customer Services Director.

Business Development with the support of *Identify* data

- **SAGE Publications** use of Ringgold's IP address data enabled the identification of 'turn-away' institutions, enabled up-selling and cross-selling of content.
- **Oxford University Press** uses Ringgold's Identify Database for market segmentation and development to provide insight into how institutions relate to each other, to funding bodies, and to individuals.

Case 6: Oxford University Press: Facilitate market analysis and development of new opportunities

At Oxford University Press, the Identify Database data is used to assess the size of the target market, regionally or by institution type. "We can then query our own data against the Ringgold dataset," explains Senior Library Marketing Manager Colin Meddings, "to assess what level of penetration we have – whether in terms of our overall customer list, or of a particular mailing list. Because our data has been audited by Ringgold, we know that we're comparing like-with-like, and that we can trust results."

Ringgold's meta-view on to the wider market, beyond any one institution's data, enables the complex web of relationships between different purchasing units to be understood in its entirety, not just in the glimpses that a restricted customer set can afford; "this provides useful insight into how institutions relate to each other, to funding bodies, and to individuals," continues Colin Meddings.

Case 7: American Academy of Pediatrics: Standardized data creates efficiency for licensing team

"Analyzing our old fulfillment systems to understand what we were selling and to whom could take days of compiling and massaging data. The data had not been standardized in a way that we could have confidence in tracing each customer entity back to a parent institution." states Allison Durocher, Licensing Manager for Scholarly Journals at the American Academy of Pediatrics (AAP), "Our in-house database is set up primarily for fulfillment, not customer relationship management," she explains. "Subscriptions are listed in different

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names and at different levels; I had to do a lot of detective work to make sure I had found all the relevant orders. Even researching the holdings of a single institution could take me hours."

AAP began auditing their subscriber data in 2006, and has continued for more than 9 years. "Ringgold audited our entire customer data set, adding unique identifiers for each institution and clarifying for us which purchasing units could be grouped as a single customer," continues Allison Durocher. "Now when I am asked to quote for a new site license, I can quickly and easily find everything that should be counted within that institution or consortia's subscriptions. What used to take upwards of half a day now takes 15 minutes."

Case 8: SAGE: Identification of turn-away institutions enables upselling and cross-selling

Publishers often receive "denial of access" or "turnaway" lists from their online host or technology partner, which typically show IP addresses that attempted to access content but were not licensed to do so. In the past, with little resource available to research the institutions represented by these IP addresses, the value of this information has remained locked up in such reports. But once Ringgold added IP addresses to the growing depth of information that *Identify* offers for each institution, it became much simpler and more cost-effective to match the IP addresses in the report to a named institution. "From our own data, we can identify potential upsell institutions that subscribe to some of our content, but are trying to access journals that they don't currently license," says Jane Makoff, Executive Director, Marketing at SAGE Publications. "The advantage of Ringgold is that it enables you to identify organizations that are trying to access your content and with whom you don't currently have any kind of relationship – new business, with demonstrable demand for your content."

Case 9: TBI Communications: Subscription base profiling to assess potential market expansion

Having established the size and potential of different target markets, publishers can use Ringgold's data to identify and prioritize target institutions. "Ringgold's records include a range of information about each institution that can be used to profile your current subscriber base," explains Camilla Braithwaite, Marketing Manager at TBI Communications, which has used Ringgold's data in projects for a range of publishers and societies, including the American Society of Plant Biology, Edinburgh University Press and the Society of General Microbiology. "Categorizing current subscribers by, for example, geographic region and institution type helps you see where your content has strongest appeal. You can then search the rest of Ringgold's system for other institutions that fit the profile, so Ringgold is giving you both the background intelligence to plan your marketing strategy, and the data to action that strategy.

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Intelligence, Analysis, and Pricing

- **American Psychiatric Publishing Inc** uses Ringgold data for the validation of tiered pricing scheme, enabling the use of clear tier definitions and metrics.

American Psychiatric Publishing: Validate Tiered Pricing Schema

American Psychiatric Publishing determined it was necessary to validate their tiered pricing assignments for the 2013 subscription term. The existing pricing methodology had been implemented several years prior, and many assignments seemed no longer to apply. Some accounts' usage and behavior seemed not to align with other institutions in the same tier, but APPI had insufficient data to reassign them confidently. "Two institutions appeared on paper to be similar but differences in behavior told another story," says Patrick Hansard, Director of Marketing and Sales. Only with authoritative supplemental data could APPI inform the revision of their price tiers, and understand how any modifications might impact individual accounts.
In order to give their library customers confidence in their methods and eliminate possible objections from accounts which might find themselves reassigned, APPI made a conscious decision to work with an external, authoritative data source. The Identify Database met this requirement, and an Identify Audit gave them the additional data they needed to undergird decisions about each subscriber.

As a result, APPI and their subscribers experienced a smooth 2013 renewal season; the revised tier assignments were greeted with minimal friction. "Using the Identify Audit to validate our tier adjustments simply took the argument off the table; librarians found our method and results irrefutable. Ringgold was of invaluable help," states Patrick Hansard.

Start the conversation

Your needs are unique, and we believe an introductory conversation is the best first step. Contact us to discuss your aims, or to take a look at the Identify Database.

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